Strategic Marketing Plan

Align your goals, strategies, and action items to reach customers in a concentrated methodology.

Finding and reaching new customers can be a challenge and when it's done in a haphazard way, time and money can be wasted on the wrong approach. With any small to mid-sized manufacturer it's important to concentrate your efforts to grow your business without depleting these limited and valuable resources.

By developing a strategic marketing plan that is targeted, you will develop focused tactics that will help you achieve the goals that are right for your manufacturing facility.

GaMEP will:

- Gain an understanding of your company's strengths, weaknesses, opportunities, and threats
- Build out a strategic marketing plan that includes goals, tactics, and a plan to track and measure
- Host a quarterly one-hour coaching call to track progress on the plan, answer questions, and provide guidance

*If manufacturer needs assistance implementing agreed upon marketing plan tactics, additional services are available.

By implementing GaMEP’s Strategic Marketing Plan, you will:

- Create a Plan that is Easy to Implement
- Develop Actions that Drive Results
- Reach New Customers
- Grow Your Business

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Advancing Georgia Manufacturing
Strategic Marketing Plan in Action

“The ability to use the customer segmentation analysis resulted in developing a comprehensive marketing plan that aligned goals, strategies, and focused tasks. In addition, the format is visual, easy-to-use, and allowed me to see how everything tied together.”

Why Work with GaMEP?

Our goals are simple and impactful:

- Understand the current state of your company.
- Learn about your future goals.
- Teach your team to utilize tools and strategies to meet the needs of your organization.
- Advance your company’s competitiveness and ensure a sustainable future for manufacturing in Georgia.

Each of our services resides in one of the following four key strategic solutions pillars within the GaMEP Organizational Excellence framework:

- Business Health
- Organizational Alignment
- Leadership Development
- Forward Thinking

The pillars are interconnected to maximize effectiveness. If you have multiple areas to address, request an Organization Excellence assessment.

What Sets GaMEP Apart

Each year, GaMEP works with more than 1,000 manufacturers to implement on-site projects, conduct training, and connect manufacturers to Georgia Tech resources and our partners throughout the state. We do this through:

- Access to locally based project managers that have years of experience developing and implementing best practices for manufacturers.
- Immediate and long-term solutions that increase top-line growth and reduce bottom-line costs throughout your organization.
- Federal and state funds that help offset the cost to Georgia manufacturers, making your investment more powerful.

Service areas include: process improvement, quality, robotics, business strategy, technology integration, ISO management systems, energy, sustainability, safety integration, and more.

See what all the “Buzz” is about.

Connect with GaMEP

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